



**THE SPIRIT  
ZONE**

The Secrets of  
using Spirit Wear  
as a  
Fundraiser!

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## Give Them What They Want!

One of the biggest errors we find in trying to use spirit wear as a fundraiser is that the parents forget to put themselves in the shoes of the end wearer. So if you are selling in an elementary school environment you need to think like an elementary school student. Think about what types of apparel kids wear to school every day. You want them to wear their new spirit wear not keep it in a closet for later or for a special occasion. Likewise if your market is teens then take a good look around at the items teens wear everyday. It will also be important to keep the market in mind when designing a logo.

Some of our most popular items are t-shirts, short and long sleeve and hoodies. Teens also love flannel pants.



Go to our website to see more items: [www.thespiritzone.com](http://www.thespiritzone.com)

## Make The Selection!

There are also some tricks in making the selection of products you are going to offer. You will also want to check with your vendor to see how they combine pricing, this will save you some money and let you offer a larger selection with little risk.

The most popular product in spirit wear hands down is t-shirts. That's why you see them all over. Adults and kids of all ages will wear them. If you are in a colder climate long sleeve t-shirts are also very popular, especially with the teen crowd. The younger generation is also very big on hoodies but many times they are not allowed in school, so you may want to check with your principal first to see if it would be better to offer hoodies or crew neck sweatshirts. The most important to consider is that if the items you select are all the same color and your printing is the same on all of them they you will probably qualify for a larger quantity pricing which will cost you less.

The other important thing to remember is that you should only offer 4 or 5 items. If you offer more than that it is too confusing. It is a very big temptation to offer more items, there are so many neat things to offer but you will only confuse your customers and at some point decision paralysis will set in. Besides if you offer a limited selection you will have some fresh new ideas for next year.

## Graphics, Make the design selection work for you!

Once you have decided on the items you are going to offer, your next big decision is going to be the design. There are a few tricks to remember in order to keep your costs down.

First of all, we offer free custom design concepts, but not all sources do. So you will want to check out if there are any charges involved in art and if there are any revision costs. We typically will offer 2-3 concepts and then modify from there with no costs involved. You should be aware that once screens are made of the art everyone will charge a fee to make changes, so you will want to proof your art very carefully.

Also most printers will charge extra for every extra color printed, their quote probably included one printing color. There will also be an additional charge for every extra location. So if the shirt is going to be printed on front and back the back printing will add to the base cost of your shirt. Maybe you really want printing in both locations it is just important for you to take into consideration. To complete the model, your shirts price will go up even more if you have multiple colors and multiple locations, if you are using it for fundraising you will have to add some profit onto your cost and you want to consider whether it has made it too expensive.

## The Ordering Process!

This is one of the biggest hurdles to overcome to insure that your fundraiser does not leave you in the hole. There are really 2 schools of thought. One is to use an order form to preorder the items, so you only order what you need and the second is to order and hope you sell all you have ordered. Obviously the second method is the most risky.

We actually prefer to use the order form and sample method. It insures that you will make money and eases the process. We will make an order form for you and if you can order your product within 30 we will produce a group of samples for you so you can display them. You then simply display your samples, circulate your order forms, turn them in to us and we produce and deliver your product in 2 weeks.

If you have reliable sales numbers from previous years you may want to take the second route and just go ahead and order based on the previous years numbers. You can sell items right out your inventory at school registration, sporting events, parents nights, holiday events and on your school website. If you run out you can always reorder.

## Cross-Selling!

This one technique can make your sale a big success by itself. It will also put a lot more product out so your sales will be higher.

Instead of selling a t-shirt alone, you may also want to combine a t-shirt and sweatshirt together and offer them for a little better price than either of them alone. You may also want to offer a t-shirt and hat together. Many people who would have only ordered a t-shirt will order the second item if offered that way. This is also a great place to combine a t-shirt and car magnet.